

INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER RFTOP# 9 TITLE: Research Resources Information Center

PART I – REQUEST FOR TASK ORDER PROPOSALS

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B. PROPOSED PERIOD OF PERFORMANCE: 12/1/2001 – 11/30/06

C. PRICING METHOD: Cost Plus Fixed Fee, Incrementally Funded – NIH estimates that this project will require fewer than 10,000 hours of service per year and that the ODCs should average about \$100,000 per year.

D. PROPOSAL INSTRUCTIONS: Proposals should in hard copy to the address above. The technical proposal should be submitted as original and 6 copies. The business proposal should be submitted as an original and one copy. You are also invited to submit an electronic copy of your proposal. If you use e-mail, please enter, in the subject line, the following text, “RFTOP#9 – Proposal.”

E. RESPONSE DUE DATE: Wednesday, August 1, 2001 at 4:00PM

F. TASK DESCRIPTION:

I. Project Description

The National Center for Research Resources (NCRR) seeks an organization that will enhance its capacity to communicate programmatic and science-based information to targeted audiences. These audiences include biomedical investigators, academic administrators, advocacy groups, federal officials, and well-educated lay groups. The contract organization will function in support of the NCRR Office of Science Policy and Public Liaison (OSPPL) and will be known as the Research Resources Information Center (RRIC).

II. Background: NCRR-RRIC

A. National Center for Research Resources

NCRR, a component of the National Institutes of Health (NIH), awards grants that support research to create, develop, and provide sophisticated, expensive, and often scarce biomedical research resources. Such resources include advanced biomedical technologies; high-end instrumentation; specialized clinical research environments; an array of laboratory animals and animal and computer models of human disease; genetic stocks; biomaterials; and more. NCRR makes these resources accessible to investigators who already have project

grants funded by the NIH institutes and centers (ICs), other U.S. Public Health Service (PHS) agencies, or other qualified sources for studies of specific diseases and disorders. In this way, NCRR is unique among the NIH ICs. All NCRR resource programs support extramural research; thus NCRR does not support research at NIH.

To accomplish its trans-NIH mission, NCRR-supported resources are strategically planned to enable all lines of scientific inquiry. To ensure the availability of a broad spectrum of resources and to make them broadly accessible, NCRR provides grant funding to both “institutions” and “individual” investigators. Institutional awards are known as “resource” grants. These grants establish and maintain research resource centers, specialized facilities, and other infrastructure located at host institutions across the country.

Each resource center is a hub of scientific activity stimulated by the Center’s core scientific staff, research faculty of the host-institution, and visiting scientists from other institutions and biomedical research entities. The core staff conducts research to enhance the value of the resource and also collaborates on research projects with resource users to provide valuable, resource-related expertise. For example, a physicist, who is core staff at an NCRR-supported Biomedical Technology Resource Center, may collaborate with a clinical investigator on an innovative imaging technique that could advance a diagnosis or treatment. Or, a core scientist at a Primate Research Center that provides animal models of infectious diseases may collaborate with investigators on their projects to develop a particular vaccine.

The NCRR grants that are awarded to “individual” investigators are known as “project” grants. Rather than supporting research projects to study disease or health, these project grants support research that has potential to become a new resource. If such research results in a new resource, it will serve an entire research community.

Responding to the resource needs of our nation’s biomedical research community is a formidable task. NCRR tackles this task from many directions in order to quickly consider new resource strategies. To develop new strategies, NCRR seeks the advice of biomedical research experts nationwide. NCRR also depends upon advice from its National Research Resource Advisory Council, a diverse group of outside experts in the NCRR areas of responsibility.

The NCRR budget has been appropriated as follows: Fiscal Year (FY) 1999 - \$464,759,000; FY 2000 - \$569,139,000; and FY 2001 - \$602,728,000. These annual Appropriations support NCRR programs concentrated in four organizational divisions:

Division of Biomedical Technology (DBT): Supports the research activities of 69 biomedical technology resource centers that provide qualified investigators with an array of new techniques and technologies—synchrotron radiation, mass spectrometry, laser applications, isotopes and particles, and much more. DBT also supports the widely known and much in demand Shared Instrumentation Grant (SIG) program. Under the guidelines of this program, biomedical research institutions receive grants to purchase instruments that cost between \$100,000 and \$500,000 and will be cost-effectively shared by at least three or more NIH-supported investigators. In response to recent legislative action, the NCRR Advisory Council has approved an NCRR concept to establish a high-end instrumentation program that will augment SIG by funding instruments that cost more than \$500,000.

Division of Clinical Research (DCR): Supports a nationwide network of 80 General Clinical Research Centers (GCRCs). These centers are self-sustained research environments for patient studies. Usually located within a major academic medical center or teaching hospital, a GCRC provides beds, laboratory facilities for specialized tests, computer and bioinformatics facilities, and a dedicated staff of research nurses and investigators to assist both patients and collaborating investigators. A number of GCRCs also have established satellite locations to expand their reach to outpatient studies. The DCR, together with several NIH institutes, also supports the National Gene Vector Laboratories Program, which enables advances in gene transfer research. The DCR also supports clinical research training

and career development through supplemental funding to GCRCs that offer these opportunities.

Division of Comparative Medicine (DCM): Supports eight Regional Primate Research Centers (RPRCs) located nationwide. Core RPRC staff provide collaborative opportunities for qualified, outside investigators whose research requires the use of nonhuman primates. Because these animals are so closely related to humans, they are optimal models for NIH-supported studies of many devastating, infectious diseases. Other DCM-supported resources provide scientists with biomaterials and well-characterized laboratory animals ranging from transgenic mice and fish, to fruit flies and roundworms. The DCM also supports a number of training and career development opportunities for veterinarians who are interested in comparative medicine research or are already involved.

Division of Research Infrastructure (DRI): Provides support to help strengthen our nation's biomedical research infrastructure. The DRI supports 18 Research Centers in Minority Institutions (RCMI). These centers are located within predominately minority institutions that offer doctorate degrees in health-related sciences, and they offer researchers at the host institutions opportunities to participate in frontline research. At several of these centers, DRI-support has also established clinical research activities for the purpose of bringing more minority scientists into clinical research. The geographic locations of many RCMI host institutions provide RCMI researchers with good opportunities to attract minorities to patient studies of diseases that disproportionately affect the health of minorities.

The DRI Institutional Development Award (IDeA) targets institutions in 23 states that historically have not had the capacity to successfully compete for and win NIH research grants. The overall objective of the IDeA program is to help these institutions develop their infrastructure so that they can eventually become independent competitors for federal research funding.

Building and maintaining a strong biomedical research infrastructure also includes educating K-12 students, teachers, and the public on life sciences. The DRI Science Education Partnership Award encourages biomedical researchers and community-based organizations to form partnerships to develop and provide innovative, health-related education programs.

B. Research Resources Information Center (RRIC)

Since 1976, the RRIC has augmented the capacity of NCRR to conduct a broad communications program. The organizations that have served as the RRIC have operated under five-year contracts. Operating under the name of RRIC has provided NCRR with continuity and stability in the face of corporate mergers and other major organizational changes within the RRIC parent companies.

The RRIC staff has been immediately available to NCRR during working hours—always operating in support of the NCRR OSPPL. The close proximity of the RRIC site to OSPPL, the NIH campus, and other NIH locations has facilitated an efficient and cost-effective working relationship. The RRIC messenger has been available to NCRR on short notice and has provided service to NCRR several times daily, making special deliveries several times weekly or more often, as needed.

To be technologically compatible with NCRR and NIH, RRIC has purchased and used similar personal computers and identical software applications. Currently RRIC has Pentium PCs, Microsoft Windows 2000 software, including e-mail. These are the property of the contract company. In addition, RRIC has the equipment and space to support the production, mailing, and storage of NCRR publications. A mail-labeling machine, for example, enables a routine dissemination of the NCRR quarterly magazine, and the RRIC facility currently dedicates approximately 400-square feet of storage for all NCRR publications. This stock

includes: 12 different publications published by RRIC and OSPPL (10,000 pieces); the *NCRR Reporter* magazine 1990-2000 (17,500 pieces), *NCRR Reporter* reprints (15,000); and 1995-2000 *NCRR Reporter* Indexes (1,000).

III. Scope

NCRR is soliciting a Contractor to carry out tasks that will complement a broader communications program of the NCRR OSPPL. The Contractor shall operate in support of the OSPPL to develop, produce, and disseminate information products. One section of the OSPPL has responsibility for science policy, program planning, and evaluation activities. The other section, public liaison, has responsibility for communications activities. Six program analysts comprise the science policy section, which also handles legislative affairs, and three public affairs specialist, including the NCRR Information Officer (IO), comprise the communications section. The IO is responsible for the work of the communications section and the OSPPL Director focuses primarily on science policy tasks. The IO, who is also the Project Officer of this contract, reports to the OSPPL Director. The Contractor will be primarily responsible for all facets of publication production and dissemination and for science-based writing and editing of numerous materials. The OSPPL communications section handles crisis communications and media inquiries; maintains the NCRR Web site; implements the NCRR Freedom of Information Act program; manages the NCRR exhibit program; and facilitates the day-to-day communications needs of NCRR program staff, leadership, and grantees. The Contractor shall interact primarily with the IO and OSPPL Director, but also shall communicate with program staff to plan and develop information products. The IO and the Contractor will maintain daily contact to ensure a smooth flow of all tasks and activities.

IV. Communication Challenges

To meet the broad information challenges described below, the Contractor shall devise strategies and materials that fill information needs and address communication challenges. Of all the NIH institutes and centers, NCRR funded activities most broadly span all disciplines and fields of biomedical research. As a result, NCRR programs and communication objectives are diverse and complex, and often difficult to describe or present.

The communications challenges are three-fold and involve two diverse audiences:

Challenge One: This first communication challenge involves targeting certain members of the biomedical research community and then finding innovative methods to communicate several different messages.

The primary NCRR audience is researchers who are qualified to use NCRR resources. The first step to being a qualified resource user, or collaborator, is to have a project grant from a PHS agency, including NIH, or another peer-reviewed funding source. (In the year 2000, approximately 20,000 NIH-supported investigators utilized NCRR-supported resources.) Thus, NCRR wants to inform these qualified investigators of available resources and the benefits they provide. But many funded scientists may not know of NCRR-supported resources or of the expert staff and collaborative opportunities available within these resource centers. Yet this availability is important information to these researchers because rarely can they afford to use their own project funds to acquire the technologies, tools, and materials needed to support a single research project.

NCRR also targets biomedical investigators who may be interested in applying to NCRR for project grants that fund research to explore ideas that may become a future resource. In addition, NCRR targets administrators at academic research institutions interested in applying to NCRR for resource grants to support mature, full-scale resources.

Challenge Two: The second audience for NCRR products is non-scientists, some of whom are decision makers concerning the NCRR budget and mission. NCRR provides information to federal officials, including Congress, about its contributions to the biomedical research community and its strategies for the future. NCRR also responds to requests for information from members of biomedical research advocacy groups. These groups support biomedical resource programs and require information in lay terms about progress in this area. The challenge here is to find creative ways to make complex, science-based information meaningful to these non-scientists in order to illustrate the NCRR contributions and strategies to the biomedical community.

Challenge Three: The third challenge involves tracking scientific advancements and ensuring that the NCRR contributions are recognized. It relates to both audiences, but in different ways.

Traditional approaches used by the scientific community to communicate new research findings usually include formal presentations at scientific meetings, and publishing articles and reports in scientific journals. However, in using these approaches, scientists often neglect to credit the enabling NCRR-supported resources that made their discovery or finding possible. Equally frustrating, NIH institutes and centers, which have funded a disease-related research project that benefited from an NCRR-supported resource, neglect to mention the NCRR contribution in their press releases and other materials. This scenario is also true of academic universities that develop press releases and use other methods of publicizing a scientific finding but do not mention the NCRR-supported technology that made the advance possible. Thus, NCRR fails to gain the recognition it deserves for supporting the research, and information fails to reach both biomedical researchers as well as the targeted lay groups. The communications challenge here is to prevent such opportunities from being lost by staying abreast of current scientific advancements that may involve NCRR resources.

V. Guiding Principles

This Statement of Work previously described the NCRR mission and, albeit subtle, the NCRR vision: To be the leading federal provider of expensive, rare, or scarce, multidisciplinary, biomedical research resources that are cost-effectively used on a shared-basis by a number of investigators. The guiding principles by which the Contractor will operate to enhance both the NCRR mission and vision are as follows:

Ensure Thoroughness and Accuracy: The content for materials developed by the Contractor shall be based on technically and scientifically accurate and credible sources. Locating these sources and resource-related information will require a broad research effort. Such sources will include, but are not limited to: (1) top-ranking national and international scientific journals that have published research findings that acknowledge NCRR support; (2) grantees of NCRR, NIH, and other federal and non-federal entities; (3) official database information; (4) program and funding materials developed by NCRR and other NIH components; and (5) official reports and studies developed by other federal agencies.

Cooperate and Collaborate: The Contractor shall operate in a spirit of cooperation to collaborate and interact with many individuals who are critical to the success of this contract. These individuals will have varying levels of responsibility within government, academia, and industry, including NCRR, NIH, other PHS agencies, universities, associations, foundations, other federal agencies and more.

Continually Improve Processes and Products: The Contractor shall continuously review and improve the processes, or steps, by which communication products are produced. The objective of this activity is to develop cost-effective information products that better meet the needs of the targeted audiences, NCRR's current and potential customers, defined as anyone with whom NCRR or its representatives interact, within NIH and extramurally.

Cumbersome steps within a process and problem areas that are inefficient, costly, or that result in miscommunication, for example, shall be identified and fixed. The Contractor shall base all project work plans on processes that foster cooperation. Scheduled milestone dates shall be based on the consent of all parties important to the timely completion of the project—subcontractors, NCCR staff, and NIH printing and publishing offices, for example. Products should have maximum results for the amount of money spent. In the case of publications, if they are cost-effectively designed and published, but do not receive maximum exposure, then the overall production process is flawed. To improve product dissemination and maximize the cost and benefit ratio, the Contractor shall distribute materials electronically or design materials that may be easily duplicated and distributed by other organizations when initial NCCR stock is low or depleted.

VI. Task Descriptions

- TASK 1 -- Management of the Research Resource Information Center
- TASK 2 -- Research, Writing, Editing, and Clearances
- TASK 3 -- Publication Production, Graphic Design, and Printing
- TASK 4 -- Publication Dissemination and Storage
- TASK 5 -- Publication Outreach and Promotion
- TASK 6 -- Inquiry Response
- TASK 7 -- Messenger Service
- TASK 8 -- Additional Tasks
- TASK 9 -- Contractor Transition

TASK 1 - Management of the Research Resource Information Center (RRIC)

The Contractor shall assume all responsibility for managing the operation of the RRIC, including planning and reporting on contract activities and delivering products and providing services as scheduled. The Contractor shall report to the Project Officer. The Contractor shall maintain a computerized management information system to provide statistical information on levels-of-effort and costs, both direct and indirect, for contract requirements. For each discrete project, such as producing a publication or report, the Contractor shall provide preliminary information as described below in “Subtask 1f: Project Work Plans.” This information is required whether a project is part of the annual plan or is an unscheduled project assigned during the year.

Subtask 1a: Staffing Plan

Offerors for this contract shall provide a staffing plan that meets the requirements set forth in section “VIII. Personnel Requirements.”

Subtask 1b: Annual Report

The Contractor shall submit to the Project Officer the first Annual Report within two (2) months of the contract award. This report shall be developed largely from the contract proposal. It shall list the projects described in the SOW and provide descriptions of the approaches the Contractor will use to complete each one. The report shall also include a bar, or GANTT, chart to show, to the extent possible, the series of projects and how they related to each other, or overlap, in terms of scheduled time required from start to finish.

The Contractor shall submit subsequent Annual Reports to the Project Officer within thirty (30) days after the start of each contract year. In addition to the chart described above, these subsequent reports shall provide graphical and narrative descriptions of the strengths and progress of the contract. The contractor shall use statistical data and discuss

major problems and solutions. This report shall include an analysis of cost-effective ways to improve efficiency and service.

Subtask 1c: Monthly Reports

On the 12th working day of each month, the Contractor shall provide the Project Officer with a Monthly Report. This report will contain an overview that highlights the most significant activities of the preceding month. The report shall give the status of tasks and projects and shall describe opportunities, problems, or difficulties arising during the reporting period. The report also shall propose solutions and/or steps taken to solve problems.

The Monthly Report also shall provide an accounting of costs for each task and project as follows: (1) Labor hours and dollars budgeted; (2) labor hours and dollars expended in the current month and year to date, (3) percentage of budget expended, (4) percentage of budgeted dollars remaining; and (5) labor hours expended in previous contract years.

If one or more subcontractors are involved with a task, the Contractor shall total the costs for each task contributed by both the prime Contractor and subcontractor(s). The Contractor shall explain to the Project Officer any variances, particularly overages, from the budgeted amounts of a given task.

The Monthly Report shall include a listing of inquiries from outside sources, received in writing via e-mail, postal, fax, or by telephone. This list shall provide the date of the request, the topic, the requestor's name and location, the date and a brief description of the response, and/or the referral source and location. The Contractor shall attach copies of the incoming correspondence to this list.

The Monthly Report shall include an inventory accounting for each publication as follows: Opening monthly inventory, quantity added, quantity distributed during the past month, closing monthly inventory, and cumulative distribution to date. The report shall also include an inventory of NCRR publications by title, give the number requested within the reporting month, and provide the number of copies currently in stock.

Subtask 1d: Special and Additional Report

The Contractor also shall provide the Project Officer with an accounting of costs for publications and "major or special" projects when they reach one-half of the estimated labor hours or labor costs, whichever occurs first, and again when they are complete, or when the Project Officer requests such information. If the halfway point in costs is reached relatively early, the Contractor shall explain to the Project Officer the reasons for this and suggest ways to modify the plan. Major or special projects refer to those estimated to cost more than \$10,000.

When requested by the Project Officer, the Contractor shall prepare and submit brief statistical reports pertaining to Contractor's operations. The Project Officer may ask questions pertaining to labor costs and dollars expended for publication design, printing, and mailing, for example.

Subtask 1e: Final Report

At the conclusion of the contract, the Contractor shall submit a final report that summarizes all the activities and accomplishments for the entire five-year contract period and include statistical summaries of all activities. The report should also include recommendations to improve the management and technical aspects of the contract.

Subtask 1f: Project Work Plans

The Contractor shall submit to the Project Officer a work plan for each project listed within a task. For speeches and similar tasks, the contractor shall submit an outline instead of a work plan. The Project Officer shall review the project work plan within five (5) working days and approve the plan before any work starts. Each plan shall describe the proposed project and the objective, provide a cost-effective strategy for implementation, name the

staff and subcontractors who will participate or contribute, and provide a timeline. Steps to include would be: developing the plan; conducting research and interviews; writing, editing, revising, and proofreading; clearing content for publication; developing or obtaining graphics and images; and handling design, layout, printing, and distribution. The plan shall also show expected labor hours and labor costs, as well as costs for subcontractors and other sources, such as design, photographic, or printing. If, in the Project Officer's judgment, a project is falling unacceptably behind the planned schedule, the Contractor shall propose what actions shall be taken to get back on schedule.

At the conclusion of each project, the Contractor shall assess the production process and the product to determine ways to improve both, and discuss with the Project Officer problem areas and potential improvements.

Subtask 1g: Communication with the Project Officer and Key Staff

To ensure smooth operations, the Contractor shall be in contact with the Project Officer daily via the phone, e-mail, and the facsimile machine, and shall expect to have regular meetings in person: weekly for the first two months, monthly for the first year and, thereafter, quarterly unless special circumstances warrant more frequent meetings. The Contractor also shall expect to interact frequently with OSPPL and NCRR program staff. These interactions are necessary to obtain information not otherwise available, clear materials for publishing, develop documents, and provide other support services. However, the Project Officer will make task-related decisions and approvals, unless otherwise delegated in writing.

TASK 2 - Research, Writing, Editing, and Clearances

The Contractor shall independently research, gather, and interpret science-based information from which to write a variety of materials to promote NCRR communication objectives.

Subtask 2a: Research

The Contractor shall use computerized and other information retrieval systems and methods to find and retrieve information from which to develop the contents of many NCRR products. Information sources may include scientific journals and related databases; discussions with NCRR program staff; or interviews with NCRR grantees—such as core staff at NCRR-supported resources—and the collaborating scientists who utilize these resources.

The Contractor shall maintain, purchase, and regularly update reference materials needed for the projects described below. The Contractor may elect to purchase subscriptions to scientific journals not currently received by OSPPL. OSPPL will share with the Contractor approximately six different journals, and conversely, the Contractor *shall* provide to OSPPL copies it retrieves of all articles that cite NCRR support. As a writer for a science magazine, the *NCRR Reporter*, the contractor will qualify as a media representative and should register to have access to embargoed “breaking” scientific news provided by scientific journals and other sources that are not available to federal government personnel. Therefore, the Contractor shall locate and provide this news to the Project Officer who will determine if an NCRR press release should be developed.

Monitor New Literature and Collect Information –The Contractor shall monitor scientific journals published weekly and monthly for articles that acknowledge NCRR support. The Contractor shall list the articles by title, authors' names; the journal name and the date; and the NCRR Division that funded the research. This table, which shall be developed and maintained in a database, such as Microsoft Access, and shall be submitted to the Project Officer on the first (1st) and fifteenth (15th) of each month. The Contractor shall make five

(5) copies of each article, retain one copy for its files, and distribute four copies with an NCRR route slip as follows:

- OSPPL – Project Officer (articles separated by Divisions)
- NCRR Division Director (for the program that funded the research)
- NCRR Deputy Director (articles separated by Divisions)
- NCRR Director (articles separated by Divisions)

The Contractor shall maintain a set of articles for its own use, such as researching story ideas for the *NCRR Reporter* magazine, described below. NCRR program staff relies heavily upon this listing to develop budget-related documents, described below. To expand this collection of articles and the Contractor's knowledge base, each month the Project Officer will provide the Contractor and NCRR program staff with another list of science articles that have acknowledged NCRR funding. This list is developed from information collected and provided by the National Library of Medicine.

Subtask 2b: Writing, Editing, and Clearances

Speeches - The Contractor shall be required to write up to six speeches per year for the NCRR Director to deliver at scientific meetings, dedications of new NCRR-supported resources, or other events. Each speech will range from 15 to 30 minutes in length. The Contractor shall be prepared to research a topic and to write about it from a national perspective and to relate the topic to the NCRR research-resource role. For example, at a symposium on AIDS research, the NCRR Director may address the latest advances in the field; how NCRR-supported Regional Primate Research Centers are playing a key role in providing critical animal models and expertise for these studies; and the future resources necessary to meet investigators' needs to carry out vaccine studies for AIDS.

The Project Officer will provide the Contractor with instructions and any materials OSPPL may have relevant to the selected topic. Instead of developing a project work plan, the Contractor shall develop an outline and shall have the Project Officer's approval before writing the first draft of the speech. The Project Officer will set a deadline to allow appropriate time for OSPPL to review and revise the draft, or return the draft to the Contractor for revisions, before providing the final document to the NCRR Director.

Justification of Congressional Appropriations – Annually, each NIH Institute and Center receives an Appropriated budget based on materials they have developed for the Office of Management and Budget and for Congress, as well as testimony and other activities. The Contractor shall assist the OSPPL annually to develop a portion of the NCRR budget materials, which are provided to Congress within a larger NIH document known as the "Justification of Estimates for Appropriations Committees."

In developing budget materials, the Contractor shall follow an NIH-wide format to ensure uniformity within the larger NIH submission to Congress. This format includes, budget and personnel data, policy statements, and a "Justification Narrative." While the NCRR Financial Officer takes responsibility for developing data tables, OSPPL orchestrates the development of the "Justification Narrative," with assistance from NCRR program staff and the Contractor. The challenge is to make this narrative, which is composed of an "Introduction," a "Story of Discovery," a summary of recent "Science Advances," and a brief explanation of "Future Directions," to read as an exciting single unified document. To guide the development of this information, OSPPL develops the work plan and deadlines, which NCRR staff and the Contractor shall follow in order to meet NIH deadlines. This schedule is developed by July of each year to cover the six-month budget production period. To assist OSPPL with this complex task, the Contractor shall handle the following responsibilities:

- Story of Discovery - The Contractor shall research a topic selected by NCRR to write a story that relates a 15- to 20-year history of biomedical research that has led to a notable scientific advance. The story shall not exceed two pages in length. Samples of past NCRR topics include Lyme disease, transplantation, synchrotron radiation, and the nonhuman primate model of the human AIDS Virus. OSPPL will provide the Contractor with oral instructions and some materials from which to begin the research phase. This research may include interviews with NCRR program staff and grantees. The Contractor shall write this story at a level of understanding that will be appreciated by Congressional members, who typically do not have scientific backgrounds. The Contractor will submit the first draft of the story simultaneously to the Project Officer and the OSPPL Director for comment, according to the OSPPL schedule. The Contractor is responsible for revisions. OSPPL is responsible for clearing the story through proper channels.
- Science Advances - The Contractor shall rewrite, revise, or edit one-paragraph summaries of published scientific articles that cite NCRR-support. NCRR program staff will select the articles, draft the summaries, and submit the summaries and journal articles to the Project Officer, who will provide them to Contractor. The Contractor shall check the accuracy of each summary against the content of the research paper, and ensure that it clearly and briefly relates the scientific finding and its relevance to improving human health, and the NCRR support provided. Over a six-month period, the Contractor may receive up to 50 summaries to rewrite, revise, or edit.
- Future Directions - The Contractor shall edit the "Future Directions" section of the budget materials, which will be developed by OSPPL based on input provided by the Division Directors. The Contractor shall ensure that OSPPL has clearly stated these concepts and has written them at an appropriate level of understanding. This section provides initiatives that NCRR will undertake in the next fiscal year if Congress provides more money than the amount requested by the President's budget.

Strategic Plan - The Contractor shall assist NCRR in updating its five-year strategic plan, which expires in 2003. Updating this plan will require the Contractor to provide up to three science writers who will attend the NCRR strategic-planning conference and will have the primary responsibility for writing the Forward and other sections of the plan and for providing editing services. OSPPL will develop the project work plan, including the production schedule. The Contractor shall comply with this schedule to provide support services and deliverables.

Miscellaneous Reports - The Contractor shall assist NCRR to develop one to two other reports per year as needed. This need is addressed in more detail, including examples of past reporting requirements, in the "*Other Publications*" section below.

NCRR Reporter magazine - The Contractor shall plan, write, and produce a 12- to 16-page biomedical research news periodical, titled the *NCRR Reporter*, to be published in print on the first day of each quarter: January 1, April 1, July 1, and October 1. In the first contract year, the Contractor shall plan to produce three issues, beginning with the April 1 issue. But, before the production process begins, the Contractor shall provide the Project Officer with a production schedule for the remainder of calendar year 2002. The schedule shall show deadline dates for each significant step in the production process for each quarterly issue. The production process will begin each time with an Editorial Meeting between the Contractor and the Project Officer to discuss the Contractor's proposed story ideas. The process will end each time on the date the finished product is delivered by the

printer to the Contractor. Editorial Meetings shall be scheduled to allow the Project Officer a minimum of five (5) working days to clear the story ideas with the Center Director as well as to allow the Contractor sufficient production time for each issue. By October 1 in each subsequent contract years, the Contractor shall provide the Project Officer with a one-year production schedule.

Each issue of the *NCCR Reporter* shall include: (1) a cover story, which may focus on a major recent research finding, survey a field of research, or promote a resource-related activity of broad interest to the biomedical research community. (2) "NCCR Reports," which highlights approximately three recent findings, shall appear on a single page, (3) "Research Highlights" shall be short but highly-focused reports on recent research findings from NCCR-supported resources, and (4) "Resources for Research" or "Critical Technologies" (depending on the chosen topics) shall feature NCCR-supported resources and technologies available to the biomedical research community.

In addition, OSPPL staff will provide the information content from which the Contractor will write the "News from NCCR" section. When the Contractor or the Project Officer becomes aware of news about NCCR grantees, each will contact the other. OSPPL will be responsible for writing the NCCR Director's editorial, according to the Contractor's production schedule. When space allows, following the news section in each issue, a GPO subscription coupon will be included in the issue. Any major deviation from this format shall first be cleared through the Project Officer.

Articles will be based on scientific advances that were enabled by a particular NCCR-supported resource or technology; will have been published in the scientific literature within the last 12 months; and will describe the relevance of the finding to improving human health.

Stories shall be written in a style and at a level to effectively communicate with a wide range of individuals found at academic institutions, national foundations and associations, and within government. Each issue of the *NCCR Reporter* shall be illustrated with what the Project Officer considers a sufficient number of appropriate, high-quality photographs and/or illustrations. The Contractor shall secure these images, but OSPPL may assist. The Project Officer will approve photos, including the cropping and sizing, and photo captions before the layout phase.

NCCR Reporter Clearances: To clear abstracts and stories for this publication, the Contractor shall develop a transmittal sheet, which will be used to obtain signatures for all approvals, including researchers who are interviewed for stories. This transmittal sheet should identify the publication issue, provide the date of transmittal to the researcher or to NCCR, and also give the date the approval is due back to the Contractor, the title of the article, the section of the magazine where the article will appear, and the name of the proposed writer (contract staff or freelance). The Contractor shall provide a signature line for the person who approves the content, and the scientific literature on which the article is based shall be attached. The Contractor shall allow five (5) working days for all approvals. The Project Officer may facilitate the clearance under unusual circumstances.

The Contractor shall meet with the Project Officer quarterly to present in writing and discuss a range of potential story ideas for the upcoming issue. The Project Officer, OSPPL Director, and NCCR Director will approve the proposed ideas. The Project Officer may also suggest ideas for stories based on consultation with NCCR staff, grantees, and others. The Contractor may also contact NCCR program staff to discuss potential ideas, as needed.

Once the story ideas are approved, the Contractor shall write abstracts to clear the content of each article simultaneously with the Project Officer and the appropriate NCCR division directors. The Contractor shall work directly with NCCR staff to resolve content problems and to make revisions as necessary. Once NCCR has approved the abstracts, the Contractor shall write the stories. The Contractor shall clear each story with featured researchers and with NCCR through the same approval process as for the abstracts. Once the

abstracts and stories have been approved, the Contractor shall electronically submit each abstract to the Project Officer for other uses. The Project Officer will clear the “NCRR in the News” section with appropriate NCRR staff. Before the design phase begins, the Contractor shall provide the manuscript to the Project Officer for review and approval. (See Task 3 – Publication Production, Graphic Design, and Printing)

Reinvent the NCRR Reporter - Since 1977, the *NCRR Reporter* has been published in various newsletter and magazine formats. The designs and formats have changed overtime to reflect more modern and effective techniques of presenting information. NCRR believes that the prevalent use of the Internet and e-mail to disseminate and retrieve information is reason to reevaluate the effectiveness of the current *NCRR Reporter* design, format, readability, and the dissemination methods. Therefore, in January 2003—the second year of this contract—the Contractor shall propose to the Project Officer a planned project that will ultimately produce a modern *NCRR Reporter* design that utilizes the latest readability, publishing techniques, and dissemination methods.

Within the one-year period between the start of the contract and the start of this project, the Contractor shall become thoroughly knowledgeable of NCRR programs and goals in order to present the best concept for achieving this requirement. However, the Contractor shall continue to publish the *NCRR Reporter* in its current form until the Project Officer determines that the new planned concept should go forward.

Research Resource Directories - Three of the four NCRR Divisions have distinct research resource directories: Biomedical Technology, Clinical Research, and Comparative Medicine. These directories serve as a type of “yellow pages” for investigators who may be interested in gaining access to NCRR-supported resources.

The Contractor shall produce two directories per year, alternating among the three NCRR Divisions. The Contractor is responsible for updating each directory. The process will begin when the Contractor meets with the Project Officer and a NCRR Division Director and/or program staff to discuss “lessons learned” from the last directory production and possible new approaches to collecting and organizing the information. The Contractor shall begin the publishing cycle by producing a Biomedical Technology Research Resources directory within the first contract year. The Contractor shall submit to the Project Office a project work plan as set forth in Task 1.

To develop these directories, the Contractor shall interact with current NCRR grantees to update existing information or with new grantees to develop new listings. The Project Officer, or designated OSPPL staff, will advise the Contractor of new resources or of resources that are no longer funded so that new listings may be added and obsolete listings deleted.

The Contractor shall use accepted design principles to desktop publish the content pages for each directory. The Contractor shall follow the current format, unless the Project Officer instructs otherwise based on new NCRR strategies. Current directly listings include, but are not limited to, the resource location, names of key resource personnel and contact information, and a detailed description of major areas of research emphasis, available services, collaborative opportunities, special instruments or devices available, and access information.

For each directory, OSPPL will develop the cover illustration. OSPPL also will write the introductory sections and a section on grant programs for each directory and will provide these materials to the Contractor before the manuscript or desktop-copy is developed. All directories will be spiral bound. The Contractor shall print approximately 2,000 copies through its printing source.

Clearance: The Contractor shall provide the final desktop published manuscript to the Project Officer for approval and for clearance through the appropriate Division Director.

NCRR Highlights magazine – The Contractor shall produce the *NCRR Highlights* every other year beginning with the issue for 2002-2003. The production process shall provide sufficient time to publish the magazine by February 28, 2004. The 2004-2005 issue shall be published by February 28, 2006.

This magazine documents NCRR-supported programs, accomplishments, scientific advances, and the NCRR fiscal year budgets. Before beginning this task, the Contractor will develop a project work plan as described in Task 1 above.

The Contractor is responsible for writing the NCRR Director's introduction to the magazine and an introductory article that explains what research resources are, why research resources are important to biomedical research, and how they help advance human health. The Contractor shall write the contents of the magazine at a level of understanding that will appeal to a broad audience of educated laypersons.

OSPPL will write the NCRR "programs" and "accomplishments" sections of the magazine and will submit them to the Contractor according to the schedule in the Contractor's project work plan. The *NCRR Highlights* will be developed from materials researched and written for the annual NCRR Congressional budget Justification Narrative (described above.) The magazine's organization will follow areas of NIH research interest.

Incorporating this budget narrative material into this magazine has permitted RRIC and OSPPL to capitalize on the significant effort required to collect, interpret, and summarize scientific articles. Also, since the budget documents have limited distribution, showcasing this information in the *NCRR Highlights* provides broader exposure of NCRR accomplishments.

The Contractor shall handle all design requirements. The Contractor shall plan and secure the cover design with input and final approval by the Project Officer. The Contractor shall secure a sufficient number of suitable photographs and/or illustrations to be included throughout the magazine and to be approved by the Project Officer.

The Contract also shall print approximately 500 copies of the magazine through a private source in advance of the larger printing by the GPO. This arrangement enables a timely initial distribution. The Contractor will provide the negative to the GPO to ensure a quality final product.

Clearance: The Contractor shall submit the manuscript to the Project Officer, who will clear the magazine content through appropriate NCRR and NIH channels.

Other Publications – As required by the Project Officer, in consultation with NCRR leadership, the Contractor shall be prepared to produce one or two additional publications per year on selected topics of interest to NCRR, NIH, or the DHHS. These publications, which could include fact sheets, brochures, or reports, shall be cost-effectively produced and may be disseminated primarily online via the NCRR Web site.

The Contractor shall handle the entire project, or occasionally assist OSPPL to publish a report or other materials. If the Contractor handles the entire project, then the Contractor shall submit a project work plan to the Project Officer for approval before work begins. If the Contractor assists OSPPL to publish a report or other document, OSPPL will develop the production schedule. In the past, for example, NCRR has published reports for which the content had been developed by an outside organization, such as the National Academy of Sciences. Such reports typically have required a professionally designed cover but the contents have been desktop published to produce cost-effective camera-ready copy. The Contractor also shall handle printing of such materials or special reports, which may range from 20- to 30-manuscript pages, use one to two ink colors, do not use photographs, and may use charts or graphs.

The Contractor shall be responsible for overall publication designs, including the cover and layout, with final approval by the Project Officer. The schedule for completion of such publications will be approximately three to six months, depending upon the publication, and including scientific reviews and the Project Officers approval.

Subtask 2c: General Clearance Requirements

The Contractor shall prepare a “Justification to Publish” according to NIH and DHHS requirements, when informed by the Project Officer. The justification will generate an official NIH/DHHS publication number, which the Contractor shall include on the publication cover. The number also will be referenced in an NIH publication index available to the public and on several NIH publication order forms to expand dissemination. The Project Officer will process the justification through proper NIH/DHHS channels.

TASK 3 - Publication Production, Graphic Design, and Printing

Subtask 3a: Production

The Contractor shall plan each publishing project as described in Task 1. The Contractor shall have sufficient resources to provide all production support and services to NCRR, except when the Project Officer designates otherwise—such as printing handled by the GPO or small projects given to the NIH Medical Arts and Photograph Branch. The Project Officer will approve schedules, final designs, layouts, artwork, and other publication-related processes.

The Contractor shall provide assistance for publications written by OSPPL staff and other NCRR staff. To efficiently produce publications to planned schedules when deadlines may conflict, the Contractor may find it necessary to subcontract with free-lance writers for *NCRR Reporter* articles and similar writing tasks, for example. The Contractor, however, shall be directly available for writing assignments other than for publications.

Image Library - The Contractor shall maintain an electronic and print library of photographs and other visuals obtained in connection with producing the *NCRR Reporter* and other publications. These files shall include high-resolution computer images, slides or negatives of each photograph used in the publication(s), as well as other photographs collected or taken during the preparation of this or other publications. Even though most NCRR publications are produced in one or two ink colors, the Contractor shall obtain color images whenever possible because these images may be needed for other OSPPL projects. All visuals shall be maintained with an appropriate caption that identifies any people, animals, or instruments depicted, relevant institutions, and a credit for the photographer. To facilitate retrieval, files (paper and electronic) containing these images shall be cross-referenced by publication and article, subject matter, and the individuals depicted.

Subtask 3b: Graphic Design

The Contractor shall coordinate and implement every phase of publication design required to produce materials described in the SOW. The Project Officer may designate other design sources for unplanned, additional tasks. The Contractor shall consult with the Project Officer about proposed sources the Contractor may seek to use for design, layout, typesetting, and camera-ready art. The Project Officer shall approve the design, layout, illustrations and photography, and other mechanicals for each publication produced under this contract.

Subtask 3c: Printing

Some materials associated with the contract will be printed directly by the Federal government at the expense of the NCRR. The Contractor shall arrange this printing through the NIH Printing Procurement Section. The Project Officer and Contractor will consult on the best approach to resolve problems associated with printing through such channels.

Annually OSPPL will initiate a solicitation for a printing contract, negotiated through GPO to print the *NCRR Reporter*. Again, to ensure quality printing by the GPO contractor, the NCRR Contractor shall have its layout source prepare the negative for

printing. When the negative is ready, the Contractor shall tell the Project Officer, who will ensure that the request is prepared for printing services. With this paperwork, OSPPL will clear the *NCCR Reporter* manuscript, provided by the Contractor, through the proper NIH channels. Currently, approximately 14,000 copies of each *NCCR Reporter* issue are printed through a GPO-solicited contract. Even though GPO also prints the *NCCR Highlights* and several other publications described in Task 2, the Contractor shall print approximately 500 advanced copies for an initial dissemination before GPO does a full print run.

Annually, the Contractor shall directly print or reproduce two (2) research resource directories (2,000 copies for each); approximately five, one-page fact sheets, with charts/graphs, but no photographs (approximately 2,000 copies each); one (1) to two (2) brochures, possibly with several photographs (approximately 3,000 each), special reports of approximately 20 to 30 pages and with several charts/graphs (approximately 500 copies of two reports per year), and occasionally small amounts of meeting materials. Most publications utilize one or two colors of ink; no full color at present.

TASK 4 - Publications Dissemination and Storage

The Contractor shall disseminate planned publications produced under this contract within two (2) weeks after the materials are received from the printer for mailing. The Contractor shall be knowledgeable of existing and new postal requirements. The Contractor shall complete special mailings, as requested by the Project Officer, within five (5) working days after receiving the materials.

Subtask 4a: Postal Dissemination

Quarterly, the Contractor shall label and mail approximately 4,500 copies of the *NCCR Reporter* from addresses in the mail-list database. The Contractor shall mail the *NCCR Reporter* under a third-class, pre-sorted permit and shall be responsible for all facets of mailing this publication. In addition, the Contractor shall deliver copies of each issue to approximately 10 NCCR kiosks, or newsstands, placed at strategic locations in various buildings on the NIH campus and elsewhere in the Bethesda/Rockville, MD, area in NIH buildings. Through initial stocking and then restocking, approximately 3,000 copies of each magazine issue are disseminated through these newsstands. The Contractor is responsible for checking these newsstands weekly to keep them supplied with copies of the latest issue of *NCCR Reporter*. The Contractor is responsible for kiosk replacement, repairs, and storage at the direction of the Project Officer. The Project Officer will facilitate the placement of individual kiosks if problems occur.

Every two years, the Contractor shall label and mail approximately 500 copies of the *NCCR Highlights*. The Contractor shall also write a cover letter under the signature of the NCCR Director to accompany each copy.

Three research resource directories (two per year produced on an alternating schedule) shall be labeled and mailed by the Contractor to approximately 300 addresses.

Several NCCR materials will be set up as self-mailers, but most are packaged for mailing. The Contractor shall ensure that NCCR mailings use the U.S. Government indicia so that the Federal government pays for the postage directly. When envelopes are required for any mailings, NCCR will provide them at the Contractor's request. The Contractor shall deliver all mailings to the NIH mailroom for metering.

The Contractor may be required by the Project Officer to handle two to three mailings per year of unplanned documents prepared by NCCR. The Contractor shall complete such mailings within five (5) working days from receipt of the materials to delivery to the NIH mailroom. For these mailings, NCCR will provide either envelopes to be addressed by the Contractor or labels to be affixed to envelopes, or these materials will already be setup as self-mailers. The Contractor also shall occasionally assist with electronic and facsimile distribution of materials.

Web Site Dissemination - The Contractor shall format and/or code all publications produced under this contract, or identified by the Project Officer, to be posted on the NCRR Web site. Such publications would include *NCRR Reporter*, *NCRR Highlights*, reports and most other NCRR publications. Research resource directories and other large documents shall be formatted so that Web users can efficiently link from the "Table of Contents" directly to the listing and then directly to the URL provided by the NCRR resource grantee. The Contractor shall submit the formatted/coded documents to the Project Officer or other designated NCRR person for uploading to the NCRR server. The Contractor shall provide encoded documents for the Web site to coincide with the postal dissemination.

Exhibit Dissemination and Support – NCRR has developed an exhibit to be shown at scientific meetings to promote NCRR programs and research resources to researchers. The Contractor shall handle all exhibit logistics, including shipping to and from the event; setting-up and tearing-down the exhibit; and ordering exhibit accessories, such as furniture, equipment, and drapes. NCRR will bear all logistical costs related to exhibiting. For shipping purposes, the NCRR exhibit is contained in three canister-type cases. Each case measures 42 inches in height and 16 inches in width, and weighs 52 pounds, 74 pounds, and 32 pounds.

The Contractor also shall provide transportation for NCRR materials to exhibits, meetings, and conferences. The Contractor shall box, pack, or crate the publications and materials to ensure damage-free arrival. The Contractor shall ship the publications and confirm their arrival at the meeting. The Project Officer will designate which publications will be shipped, approximately 30 to 50 boxes per meeting. At the close of the meeting, the Contractor shall arrange for publications and the exhibit to be returned.

In addition to scientific meetings, two to three times per year, the Contractor shall deliver the exhibit and publications to local events designated by the Project Officer. The Project Officer will identify which NCRR publications are to accompany the exhibit to these events.

The Contractor shall develop two "sample" books of NCRR publications for NCRR staff to use when only a limited number of publications can be displayed at a meeting. These sample books shall be updated annually or more often, depending upon publication production, and shall be accompanied by publication order forms.

Subtask 4b: Storage

The Contractor shall store the NCRR exhibit and publications in areas that provides safety, convenience, and quick access.

Exhibit - For storage purposes, the exhibit is contained in three canister-type cases, with wheels. Each case measures 42 inches X 16 inches, and weighs 52 pounds, 74 pounds, and 32 pounds. See *Exhibit Dissemination and Support* above.

Publications - The Contractor shall receive delivery of boxes of publications for distribution and storage from its printing sources and from GPO print runs. The Contractor shall check the identity, quantity, and quality of each shipment upon receipt; assure that the negatives and artwork have been returned; and within one (1) business day shall notify the Project Officer of the arrival, quantity, quality, and any problems, and any other useful information. The Contractor shall routinely and immediately provide to the Project Officer six (6) copies of new documents before dissemination to other sources.

The Contractor shall hold and store all mechanicals and printing negatives from each printing job for possible reprinting by GPO and other sources. The Contractor shall maintain an inventory of all publications, negatives, and artwork. An updated inventory of publications shall be provided to the Project Officer as part of the Monthly Report. The Contractor shall alert the Project Officer when the supply of any publication in the inventory is running low so that the Project Officer can arrange for reprinting.

TASK 5 - Publication Outreach and Promotion

The offeror is requested to propose marketing strategies and an action plan to increase the circulation of the *NCRR Reporter* and other NCRR publications to targeted audiences. The *NCRR Reporter* magazine and the research resource directories, in particular, provide information of interest to the biomedical research community. But neither publication has been systematically promoted. This marketing endeavor shall be planned and executed in concert with the project “Reinventing the *NCRR Reporter*,” described above.

Subtask 5a: Publication Circulation

The Contractor shall increase the circulation of the *NCRR Reporter*, other NCRR publications, and research resource directories by marketing the publications, especially to potential resource users (investigators who are funded by PHS agencies, including NIH, and pharmaceutical and other private sources). Each year of the contract, the Contractor shall expand the mailing list categories with potential resource users and other NCRR advocates and propose appropriate methods of alerting them to the relevance of NCRR research resources information to their work. Increasing the circulation of NCRR publications may also involve interaction with medical associations and societies in order to find avenues for targeting new readers.

Subtask 5b: Mailing List

The Contractor shall establish, manage, and maintain a database that contains the NCRR mailing list. The list currently contains approximately 4,500 entries organized into the following categories: NIH (Institute directors, heads of numerous groups, and members of advisory councils); Program Directors of NCRR-supported Resources; Biomedical Researchers (numerous subcategories); Special Interest Groups; Academic and Medical Institution Administrators; Government; and Media, to name a few.

The Contractor shall recommend new individuals or groups of individuals to be added to the mailing database, as approved by the Project Officer. The database shall enable OSPPL to target specific groups of individuals for customized mailings. For each individual on the mailing list, the databases shall contain such information as postal and electronic addresses, phone and fax numbers, and special notations.

Whenever possible, the Contractor shall identify new individuals and groups from previously existing information, such as published directories, meeting rosters, and other sources. The Contractor shall verify such information for accuracy before incorporating the information into existing OSPPL database. In July of each contract year, the Contractor shall provide the Project Officer with a printout of the complete mailing list organized by category.

The Contractor shall update the mail database on a continuing basis, with any changes, additions, or deletions made within one (1) month. Efforts shall be made to avoid duplication of names. The Contractor shall produce and deliver to the Project Officer the mailing list, or categories within, and/or pressure-sensitive labels upon request within two (2) working days. The Contractor shall generate these lists or labels according to the categories requested. It is estimated that labels shall be required about four times per year.

TASK 6 – Inquiry Response

The Contractor will receive inquiries that cover a wide range of biomedical research resource areas. Many of these inquiries, however, should be referred to other NIH components, Federal agencies, or academic research institutions. Inquiries may be made directly to the Contractor, but probably will be relayed from OSPPL. The Contractor shall

satisfy most inquiries by providing a publication, but some inquiries may require other follow-up printed or written information, including a custom letter, or an oral response, which shall be provided by the Contractor.

The Contractor shall begin to take and fill written, telephone, and electronic orders for NCRR publications within one (1) month of execution of the contract. The majority of these inquiries shall be answered at the time they are made. The Contractor also shall prepare "standard" response to routine inquiries within two (2) months of the effective date of the contract. In addition, the Contractor shall prepare "custom" responses to complex or detailed written inquiries about NCRR programs and records within three (3) months of the effective date of contract. Exceptions include inquiries from Congress and congressional staff and from the media, both of which shall be referred immediately to OSPPL.

"Standard" responses refer to responding to telephone queries, e-mail requests, and letters that can be answered with a standard form letter or an enclosure card. A suitable packing slip indicating that the NCRR is sending the enclosed information at no cost shall be included with each standard response. The Contractor shall provide a standard response within five (5) working days of the request.

"Custom" responses require a tailored answer or written response. The Contractor's response shall address each point of the inquiry. Responses should be brief, ideally less than a page for written responses. The Contractor shall be responsible for producing custom responses in draft and final form, obtaining the Project Officer's approval. The Contractor shall provide a custom response within ten (10) days of the request. In order to be able to prepare these more complex "custom" responses, the Contractor shall stay abreast of new mandates and current issues facing NCRR.

The Contractor shall maintain a file of all custom oral and written responses, including the incoming requests, the responses, and the correspondence data control forms—provided by the Project Officer when applicable. (See Subtask 1c: Monthly Reports.) OSPPL estimates that each year the Contractor will receive about 100 inquiries that will require standard responses and about 25 to 30 inquiries that will require custom responses.

As the Contractor becomes better acquainted with the types of inquiries received by OSPPL, the Contractor shall suggest efficient methods for handling these inquiries, including form letters and information packages, for example.

TASK 7 – Messenger Service

NCRR personnel are located both on and off the NIH campus. The OSPPL and Project Officer are located at 6705 Rockledge Drive (off Old Georgetown Road), Bethesda, MD. At least once per business day, the Contractor shall furnish messenger service to the Project Officer, OSPPL, or NCRR program staff, at this address. The Contractor shall provide messenger service to pickup and deliver materials between OSPPL and the NCRR Director's office in Building 31 on the NIH campus, and to other on-campus offices. In addition, the messenger shall go to other NIH offices within the Bethesda, MD, vicinity to drop off or pickup documents and boxes of materials involved in producing NCRR publications or other products.

On occasion, the Project Officer may request more frequent service. In an emergency situation, as determined by the Project Officer, the Contractor shall be able to pick up or deliver material within two (2) hours.

All publications stored with the Contractor shall be delivered by the Contractor, upon request within one (1) working day, to the Project Officer, to the NCRR program offices, or to meeting and exhibit locations within the Washington, DC, Metropolitan Area. The Contractor shall be prepared to occasionally deliver other materials within the set work schedule of the clerk-messenger.

TASK 8 - Additional Tasks

As assigned by the Project Officer, the Contractor shall perform additional tasks that may be necessary for the successful operation of the OSPPL and NCRR. Such additional support shall include technical writing and editing support or logistical support for one to two special meetings or projects per year. If OSPPL is understaffed for short periods of time, the Project Officer will request the Contractor to code and format a small number of documents developed by NCRR staff or grantees for the NCRR Web site.

TASK 9 - Contractor Transition

At the end of this contract, the incumbent Contractor shall fully cooperate with the successor Contractor. The primary goal of both parties will be to ensure a smooth and orderly transition with minimal disruption of RRIC services to NCRR. Each party will participate in meetings and/or telephone conversations in which current procedures and activities are discussed in detail. A minimum of three (3) weeks shall be planned for this transition period. However, the successor Contractor shall be prepared to receive all materials from the incumbent Contractor within one (1) working day of the execution of the contract. NCRR will cover transportation costs associated with the transition through the new contract.

The transition will include the transfer and relocation of NCRR publications and any office equipment purchased with contract funds. The incumbent Contractor shall begin to phase out services by developing a detailed transition plan. This plan, which will be reviewed by the Project Officer, will arrange to transfer knowledge, computer and other files, reference materials, NCRR publications, artwork, audiovisual materials and any other materials, information, and equipment pertinent to the operation of the RRIC or purchased by NCRR for RRIC use. The incumbent Contractor will make the current mail list database accessible to the selected Contractor.

The incumbent Contractor shall pack all materials in new boxes of uniform sizes, each labeled with a unique number, and delivered along with copies of an inventory showing the contents of each box in accordance with the delivery schedule. As part of the transition, the new Contractor shall conduct a complete inventory to confirm an accurate count and then submit this inventory to the Project Officer within 90 days after the contract award.

The new Contractor shall notify key NCRR staff, as identified by the Project Officer, and others who are pertinent to the operation of the RRIC of a change in telephone number and address. The new Contractor shall meet with the Project Officer to discuss required training and orientation needs and current procedures and activities. The new Contractor shall purchase required computers and other office equipment necessary to operate the RRIC. The new Contractor shall bear the costs to transfer and install any equipment currently in the possession of the incumbent Contractor but that will be transferred to the new Contractor.

VII. Reference

To demonstrate NCRR product expectations and activities, examples of materials cited in this SOW may be viewed at the NCRR Web site: <http://www.ncrr.nih.gov>. Materials that are referenced in the SOW but are not available on the NCRR Web site will be available to Offerors upon request to the Contract Specialist, Kathleen Jarboe, 301-435-0366. These materials shall include the most recent Congressional Justification of Appropriations, Congressional statements, speeches, and several reports.

VIII. Personnel Requirements

The Offerors shall provide a detailed staffing plan as part of the overall proposal—See Task 1. The staffing plan shall include a half-page summary for each proposed individual to demonstrate that the individual has the necessary experience, skills, and abilities to carry out the responsibilities of the position. These summaries shall highlight relevant experience, specifically in the fields of clinical research, comparative medicine, and biomedical technologies. These summaries shall accompany the resumes. The Offerors also shall provide writing samples relevant to the NCRR communication requirements for the positions (1) Project Director/Senior Science Writer-Editor and (2) Science Writer-Editor, described below.

Project Director/Senior Science Writer-Editor (100% level of effort): Shall be educated in the biological sciences at the master's degree level; shall have ten (10) years of total experience in biomedical research writing and publishing for educated audiences; and shall have the following qualifications:

- Experience in managing a communications program in the area of biomedical research.
- Experience in researching, writing, editing, creating, and providing materials about biomedical research, and in directing the research and writing of others.
- Experience in planning, developing, marketing, and assessing publications.
- Understanding of the challenges to provide biomedical research resource information to specific groups of scientists, academic administrators, educators, advocacy organizations, and other professional groups.
- Experience in responding to inquiries about grant programs and in understanding complex programs and scientific activities.
- Knowledge of new information technology and skill in using these technologies to store, maintain, and retrieve information.

Science Writer-Editor (100% level of effort): Shall have education in the biological sciences and journalism (one a major and one a minor field of study) at the masters' degree level; shall have a minimum of five (5) years of experience in biomedical research writing, editing, and publishing; shall have demonstrated an ability to successfully research, write, edit, and create materials in a variety of formats, including brief speeches and remarks, about biomedical research findings for scientific and educated lay audiences. Interpersonal skills are required to effectively interact with different personality types to conduct interviews with scientists and to request and provide information.

Administrative Assistant (100% level of effort): Shall have a minimum of five (5) years of administrative work experience; shall have demonstrated knowledge, ability, and skill in gathering and organizing large volumes of information for the purpose of developing a publication; shall be skilled in using information technology, including software to develop and maintain databases and spreadsheets and to desktop publish documents. The incumbent shall have the skill to encode documents in HTML for NCRR to upload to its Web site. Interpersonal skills are required to effectively interact with different personality types to both request information and provide information.

Clerk-Messenger (50% level of effort): Shall have worked in an office setting and have demonstrated ability to organize and maintain files; accurately maintain publication inventories; locate materials at the NIH library and other sources; accurately monitor materials or records for discrete information; and perform other similar tasks. To serve as a messenger, the incumbent shall be responsible, punctual, trustworthy, and able to follow instructions and directions. In addition, the incumbent shall have the physical ability to move and lift heavy materials.

Consultants and Support Services

The Contractor shall have access to a science advisor who will verify the accuracy of the science interpreted for NCCR Reporter articles, scientific summaries for the Congressional Budget, and other documents. Free-lance writers shall be available to write articles and help develop reports, such as the NCCR strategic plan. Graphic design support shall be available to layout publications, such as the NCCR Reporter, and to design new documents, such as fact sheets. Printing services will be required as described above.

IX. Special Requirements

NCCR requires a manpower unit that shall be dedicated solely to the needs of NCCR and shall be in nearby proximity for daily liaison with NCCR staff. Daily personal interaction and communication with the Project Officer and other personnel at and near the NIH campus and NCCR offices in Bethesda, MD, and vicinity are essential. Due to this requirement in the delivery of the solicited services, the Contractor shall have both facilities and personnel located in the Bethesda, MD, area and shall be capable of handling the proposed work.

G. EVALUATION FACTORS

Technical Approach: (40 points)

The Offeror's proposal demonstrates an understanding of NCRR's trans-NIH mission and the complexities of the communication challenges as a result. The Offeror addresses these challenges and provides approaches to solving the problems. The Offeror provides sound, practical, and feasible approaches.

The proposal demonstrates the ability of proposed staff to conduct broad and far-reaching scientific literature searches of recent findings and advances enabled by NCRR support of biomedical research. The proposal addresses the relationship between such searches and the ability of proposed staff to deliver high-quality, effective content in written deliverables.

Experience of Proposed Individuals: (25 points)

The Offeror's proposal shows evidence that the individuals proposed for the key positions of Project Director/Senior Science-Writer and Science-Writer (editor) meet the requirements stated in the SOW and are qualified to carry out the responsibilities of these positions. This evidence highlights science-writing experience and skills relevant to the scientific areas of clinical research, comparative medicine, and biomedical technology.

Management Plan: (15 points)

The Offeror's proposal demonstrates an understanding of the labor requirements and discusses the approach to managing the work, including the work of subcontractors. Milestone charts illustrate a logical sequence of proposed events. The Offeror is evaluated according to practicality and feasibility.

Costs: (15 points)

Offeror's proposal includes a budget that provides estimated direct labor, fringe benefits, equipment, printing, overhead, etc., together with a narrative justification for each category.

The offeror will be evaluated on the extent to which each category is reasonable and consistent with the purpose and objectives of the task order.

Corporate Commitment: (5 points) Relevant to the physical and technological requirements described in the SOW, the Contractor shall address: (1) the adequacy of facilities; (2) adequacy of information technology capabilities, including backup support to trouble shoot problems; and (3) transportation and delivery capabilities.

PART II - CONTRACTOR'S REPLY:

RFTOP# 9 TITLE: Research Resources Information Center

TO # NICS-_____ CONTRACT #263-01-D-0_____

Contractor:_____

Points of Contact:_____

Phone-_____

Fax-_____

Address:_____

TOTAL ESTIMATED COST:_____

Pricing Method: CPFF

TOTAL ESTIMATED NUMBER OF HOURS:_____

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____
FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____
Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator Date